

A greater variety of shopping facilities is suggested for the N. C. 107 area. If the variety included grocery stores, clothing stores, etc. less traffic would be generated between Cullowhee and Sylva.

The other group of special retail customers in Jackson County are tourists and second home owners. These people contribute greatly to retail trade in the county especially in the Indian Hills section of the county on the Cherokee Indian Reservation. The types of existing commercial activities there include motels, restaurants, craftshops and tourist attractions. In order for this segment of the economy to prosper, there will probably be a need for other businesses. With these additions, there needs to be a managed growth policy. Existing problems along U. S. 441 and U. S. 119 leading into Cherokee include mixed land uses, traffic congestion at times, inadequate parking at some establishments, and unsightly billboards and related structures. There is no reason to hope that these problems will subside with growth. The Land Development Plan suggests clusters of commercial activities at strategic intersections. Such clustering can restore the areas natural beauty and help stimulate tourism. It is recognized that Jackson County cannot legally zone strategic areas of this section since it is under the jurisdiction of the Cherokee Indians. However a joint effort could be undertaken to provide needed control.

Sylva is planned to remain a county shopping center. There is not a great deal of potential for Sylva becoming a regional shopping center since practically every other county in the area has a similar retail trade center and since Asheville, on a regional basis, is difficult to compete with. Downtown Sylva can be greatly improved with shopfront renovations, better parking, and traffic circulation. Sylva's potential for growth is limited by geographic conditions and sometime in the future a shopping center will